

CAS: Marketplaces

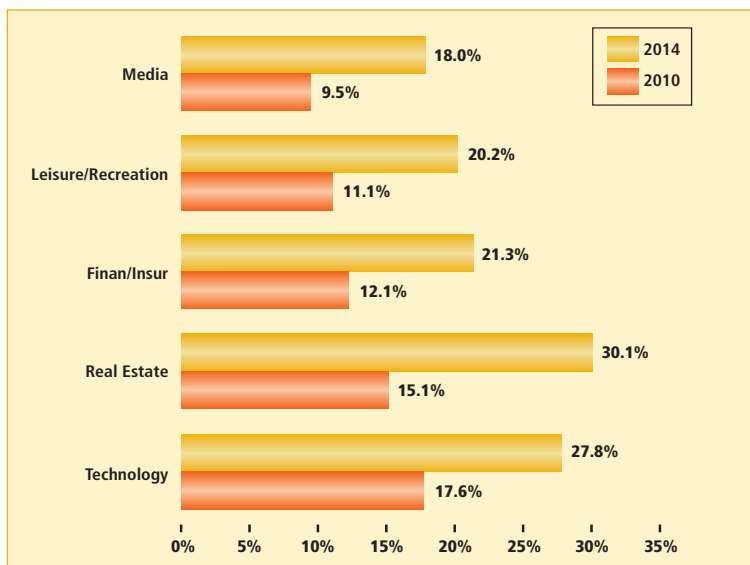
Definitive Source for Market Intelligence on Verticals, Classifieds, E-Commerce

Marketplaces is BIA/Kelsey's Continuous Advisory Service (CAS) that focuses on local online vertical leads, engagement and e-commerce. The program encompasses classifieds, promotions and group buying. Marketplaces clients have on-going direct access to research, expert analysis and evaluation of quantitative and qualitative data in order to strategically examine vertical business opportunities.

According to BIA/Kelsey Marketplaces research, more than \$800 million has been poured into local vertical marketplaces. Investments come from players ranging from Amazon to SuperMedia, and include vertical sites such as Avvo and Zillow; classified sites such as AutoTrader and Oodle; verticalized promotional plays, such as Cox Target Media and Angie's List; and group buying sites, such as Groupon and LivingSocial. As the market opportunity in verticals explodes, companies are evaluating how to successfully migrate and use vertical approaches in social media, search and content to drive audience engagement and transactions.

BIA/Kelsey's Marketplaces advisory service is the industry's primary source for understanding and tracking this fast-evolving world of verticals, classifieds and e-commerce. It provides a clear understanding how local offline marketing dollars are making their way to new online vertical, classified and shopping sites. Core verticals in the Marketplaces program include **automotive sales and services, real estate, health care, dining and events**, with additional coverage for **up-and-coming categories**. Coverage includes emerging business models, sales channels, and content and traffic aggregation strategies.

Top 5 Online Advertiser Categories – Expected Largest Share Increases



Source: BIA/Kelsey's Media Ad View: Category Report — An Overview of Key Verticals and Their Shift to Digital, 11/30/2010

As the global advertising industry increasingly shifts to online and mobile platforms, Marketplaces provides important insights and guidance on emerging trends, while identifying and tracking new verticals, best practices, and product development.



Who Subscribes?

Marketplaces brings together BIA/Kelsey's expertise in directional online advertising focused on the implications and opportunities in the local market for classified advertising, directional media and local online search, providing essential guidance to a range of industry segments, such as:

- Vertical sites
- Portals and search engines
- Newspapers
- Specialized directory publishers
- Classified publishers
- Coupon companies
- Group buying sites
- Yellow Pages
- Mobile carriers
- Technology suppliers
- Investors

Learn More

<http://www.biakelsey.com/Advisory-Services/>

Inside the BIA/Kelsey CAS Client Experience

Advantages of Being a BIA/Kelsey CAS Client

Being a Continuous Advisory Services client is not just about access to BIA/Kelsey's vast library of important data and reports.

You'll discover the real value is derived through your access to our analysts—a team of knowledgeable, globally recognized and trusted subject matter experts, who will:

- Guide you in applying relevant data to your business
- Offer insights regarding your specific business strategy
- Provide you with introductions to key players that align with your business strategy
- Offer financial expertise and identify or facilitate funding opportunities

MARKETPLACES CLIENT BENEFITS

Analyst Access	Enjoy access to the BIA/Kelsey analyst team, including Marketplaces Program Director Peter Krasilovsky, a leading vertical and transactions thought leader with long-standing and top-level ties to industry players. BIA/Kelsey's analyst team will extend your internal M&A and product development team's intellectual assets.
Focused Coverage	Gain a deep understanding of the transition of billions of offline advertising dollars in traditional classifieds, while learning about the new dollars that are coming into the space.
Proprietary Research	Analyze the shift in vertical advertising, marketing and features with proprietary BIA/Kelsey research, including Local Commerce Monitor and Media Ad View.
BIA/Kelsey Conferences	Marketplace leaders are integrated into the framework of BIA/Kelsey's Interactive Local Media conferences. These are unmatched forums for meeting and learning from Marketplace leaders.

Marketplaces Coverage

Marketplaces covers the subjects that are pertinent to companies competing in the online verticals and classified media space. A sampling of the topics covered in recent Marketplaces reports includes:

- Google Shutting Down Real Estate Maps
- 'Google Offers' Is Prepped to Take on Groupon et al
- Media Ad View: Category Report—An Overview of Key Verticals and Their Shift to Digital
- Eventbrite: Using Social Media to Push Events (and Ticket Sales)
- White-Label Daily Deal Providers
- AutoTrader.com Buys Kelley Blue Book
- The Online Scheduling Ecosystem and Its Impact on Marketplaces
- Coupon/Deal Aggregators: Moving 'Deal a Day' Up the Value Chain?
- NY Magazine's Quest to Bolster Online and Mobile, and Go Vertical
- Urbanspoon Takes On OpenTable in Restaurant Reservations
- eBay Classifieds Integrates With the Mother Ship

Vertical Coverage

Fifty key verticals, with a focus on the top 20 top, supported by research from the Local Commerce Monitor, Media Ad View and other BIA/Kelsey research. Verticals include:

- Apartments
- Autos
- Dining
- Education
- Entertainment
- Events
- Financial Services
- Health
- Home & Garden
- Home & Trade
- Hospitality
- Insurance
- Legal
- Local Sports
- Portal/Search Engine Verticals
- Real Estate
- Reservations
- Retail
- Vertical Ad Networks
- Wedding

To learn more, please visit
<http://www.biakelsey.com/Advisory-Services/>
e-mail us at info@bia.com, or call (800) 331-5086.

